

# Website Redevelopment And Search Engine Optimisation



**CLIENT:-**

Barringtons Wedding Cars

**WEBSITE:-**

[www.barringtonscars.co.uk](http://www.barringtonscars.co.uk)

**CATEGORY:**

Wedding

**PROJECT TYPE**

Website and SEO

**TECHNOLOGY USED:**

Flash

PHP

MySQL

XHTML

CSS

## Profile

Barringtons are a well reputed family run business, established in 1978 they pay particular attention to detail. Barringtons operate in a highly competitive market and seek to differentiate themselves from the competition by continually improving their services and business image.

## The Challenges

Barringtons required Optimas to generate quality traffic to help boost both telephone and email enquiries for its portfolio of services and vehicles. It was deemed necessary that the website should reflect the distinctiveness and quality of services on offer. The website was required to:

- Develop the company image
- Create a fresh, contemporary look and feel
- Display a wide range of images
- Rank well in the major search engines

## The Solutions

- Optimas re-developed the existing website
- Provided a fresh, modern look and feel that promoted consistency throughout.
- Optimas developed fine image gallery to display the company's vast array of cars
- Search engine optimisation (SEO) was built in to the website so that the site would display and rank well in Search engines

## The Benefits

Barringtons now benefits from an encouraging position in terms of search engine ranking. In fact, the new site as a whole is a great success. It is visually appealing and user intuitive

## Our Happy Client Says it all:

"Through recommendation, Optimas came onboard providing us with web development expertise and SEO knowledge. Optimas have directly helped to increase and promote awareness of our business which has proved to us, the value of a website. Optimas have been enthusiastic, professional, full of great ideas and always willing to give advice. We would recommend them highly. I am delighted with the work."

Neil Barrington, Managing Director, Barringtons Wedding Cars